

## **Handout 6**

### **MISSION, VISION, PRINCIPLES, AND GOALS**

**Mission Statement:** This is a statement of why you exist. This is your purpose. Ideally it should be one sentence, easily repeatable, and inspiring. Have you boiled your essence down to one thing?

**Vision:** This is the end result of what you want to have done. It's a future oriented, detailed description of what you want to accomplish. Ideally, it's what you want to have happen as a result of your efforts.

**Principles:** These are overarching guidelines for human conduct that are proven to have permanent value—some think of these as “core values.” Principles determine *how* we operate—they define what we are about.

**Goals:** Goals are big steps towards accomplishing your mission/vision. They should constitute a stretch (not something you know you can easily reach—remember the Michelangelo quote from earlier.) Goals should be directly aligned with your principles. Goals, when accomplished, should bring you closer to your vision.